



Spirits in Malaysia

July 2024

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Spirits in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price rises dampen demand for spirits in 2023

High-end products add interest to the market but shochu/soju remains a more significant sales driver

Players experience significant challenges in 2023 as demand falls and government introduces new import restrictions

PROSPECTS AND OPPORTUNITIES

New taxes could impact some entertainment venues but developing cocktail culture could present new sales opportunities

Increase in international tourist arrivals should boost on-trade sales of spirits

New shopping present new sales opportunities while increasing demand likely to lead to fiercer competition

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